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NOVA SCOTIA

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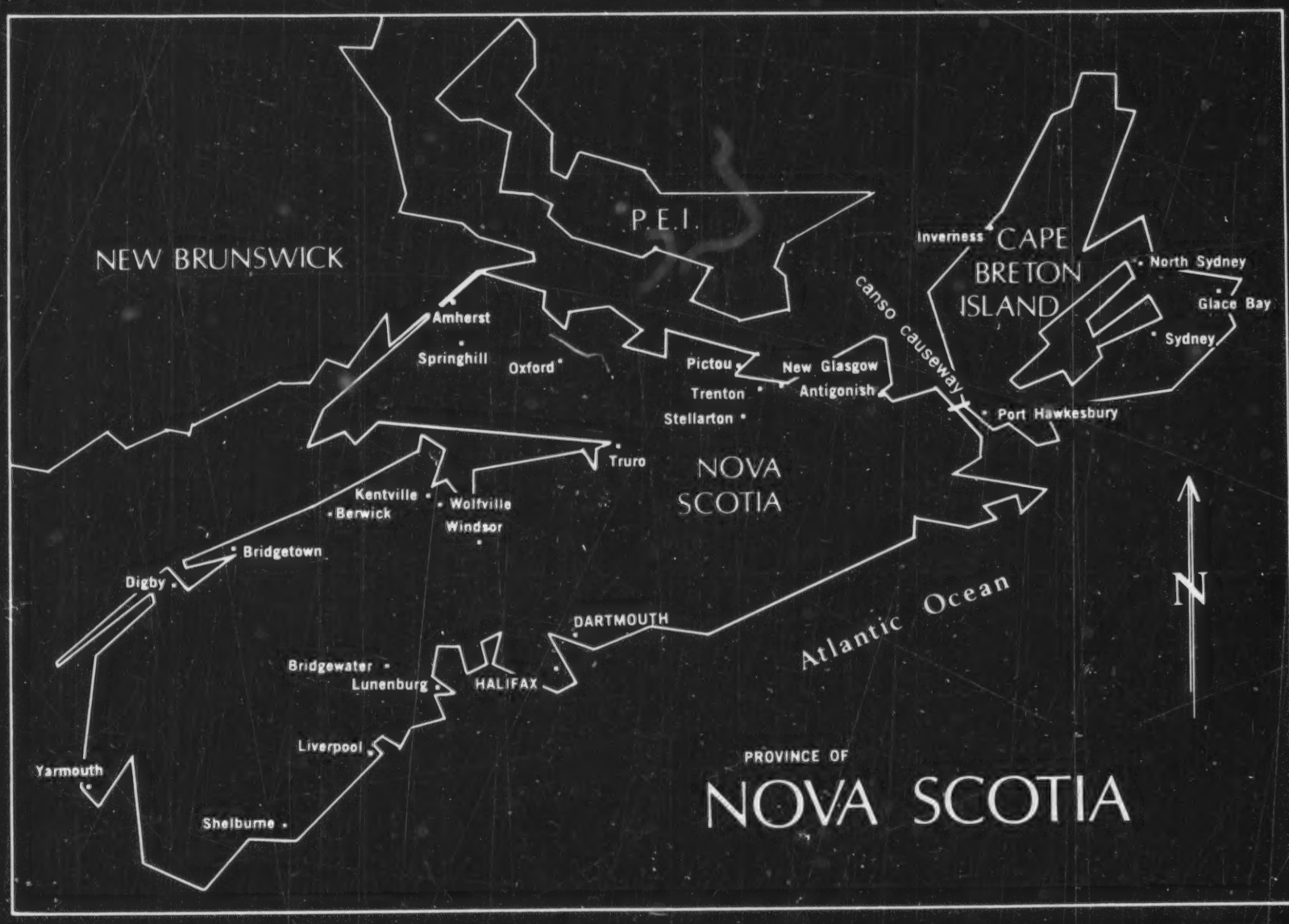

P.E.I.
NEW BRUNSWICK
Amherst
Springhill
Oxford
Pictou
New Glasgow
Trenton
Antigonish
Stellarton
Inverness
CAPE BRETON ISLAND
North Sydney
Glace Bay
Sydney
canso causeway
Port Hawkesbury
Truro
NOVA SCOTIA
Kentville
Berwick
Wolfville
Windsor
Bridgetown
Digby
DARTMOUTH
Atlantic Ocean
Bridgewater
Lunenburg
HALIFAX
Liverpool
Yarmouth
Shelburne
N
PROVINCE OF
NOVA SCOTIA

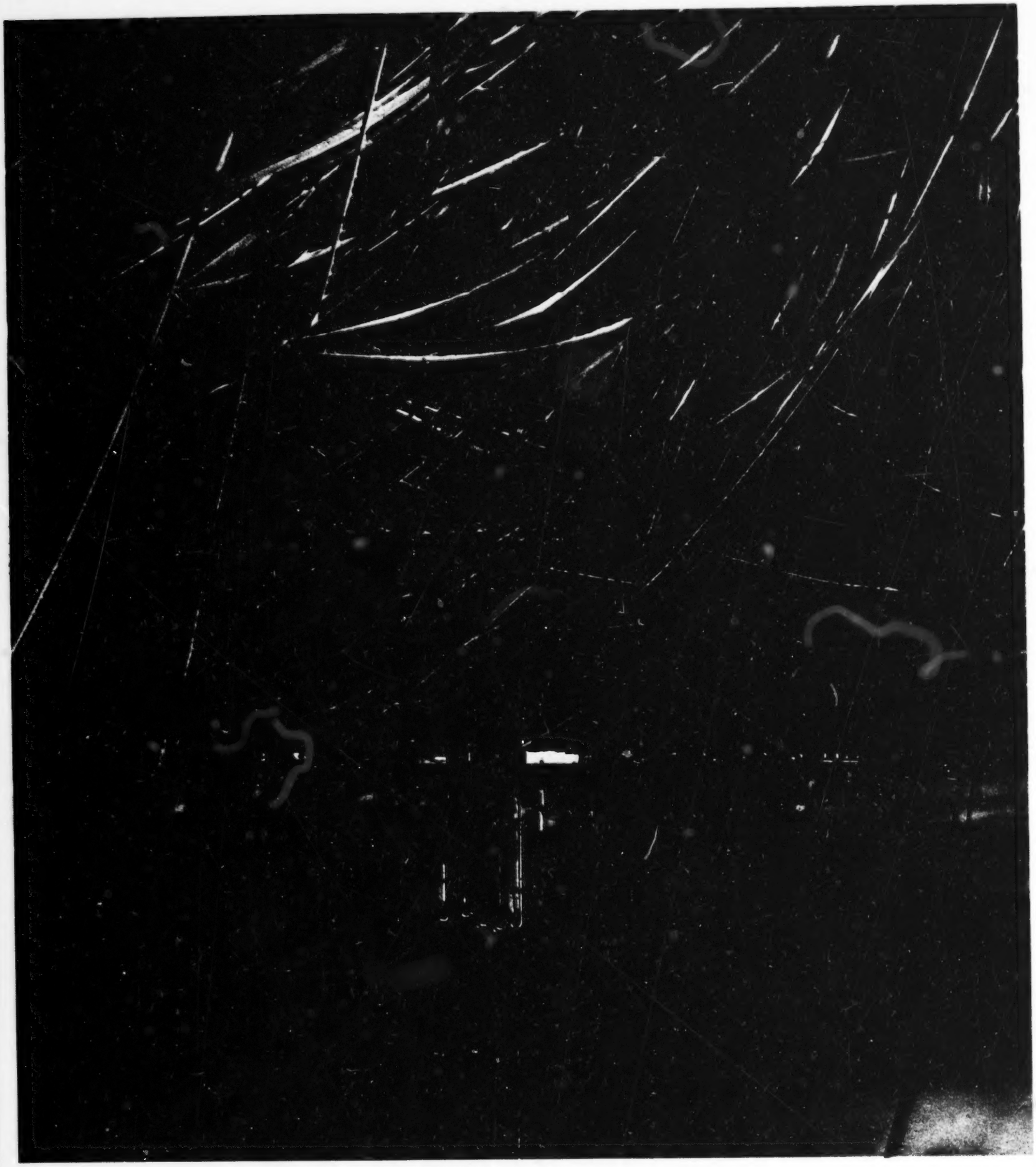
With this book we recommend Nova Scotia to you. New things are happening in this seagirt province of Canada which are of interest to business men everywhere.

In these pages you will find some history and, we hope, some charm.

Most of it, however, is about industry. It tells why industry is coming here and tells of the very practical advantages which it finds.

We hope you will enjoy our story and we hope you will come to see us.

W. S. K. Jones,
Minister of Trade and Industry,
Province of Nova Scotia



Discover Nova Scotia. Discover for yourself the new business opportunities in this Royal Province of historic background and modern outlook. That's what increasing numbers of international business executives are doing. Of course you can't be the first explorer to set foot here. Our history is filled with the titles of illustrious competitors. But you could be among the most successful.

Our first visitors probably were the Norsemen, nearly a thousand years ago; followed in 1497 by John Cabot, an employee of the King of England. Cabot came looking for oriental spices and found instead the wealth of ocean fish on which the early economy of Nova Scotia and New England was built. A few years later Giovanni da Verrazano found the place so attractive he named it after mythical Arcadia. Soon the French navigator Samuel de Champlain brought noble adventurers to trade in fish and furs, altered the name to Acadia, and in 1604 founded Port Royal, the first colony north of the Gulf of Mexico.

Nova Scotia lies along the Canadian seaboard like a long pier reaching out into the Atlantic ocean. Today, it is linked to world markets by air, railway, ship and highway. It is only an hour by air from Boston, two hours from Toronto and Montreal, and six hours from London. Its largest urban center is Halifax, the capital, and the twin city of Dartmouth, which have a metropolitan population of about 250,000.

The scenic coastlines and gentle countrysides sweep southwest about 500 miles from the highlands of Cape Breton to the seaport town of Yarmouth. It's in the same latitude as Toronto and parts of upstate New York, and the position of Halifax corresponds to that of the Italian port of Genoa. The climate is comfortable. The mean high in July is 75 degrees and the mean low in January is 15. Winter temperatures seldom fall below zero and snow for Christmas Day is considered an unusual gift.

Towers of the heavy water plant of Deuterium of Canada Limited rise 200 feet above the ground at Glace Bay on Cape Breton Island.

All in all, Nova Scotia is as delightful a place in which to live and work as old Verrazano believed it would be. Society tends toward the urban and industrial, with all the amenities of fine schools and universities, contemporary housing and modern highways, good recreation, entertainment and shopping. But the historic flavor of quiet country lanes and sparkling fishing villages has been retained. Evergreen hills and pastoral valleys flank the growing cities and manufacturing towns, and no one is much more than 30 minutes' drive from sandy beaches on the dazzling ocean.

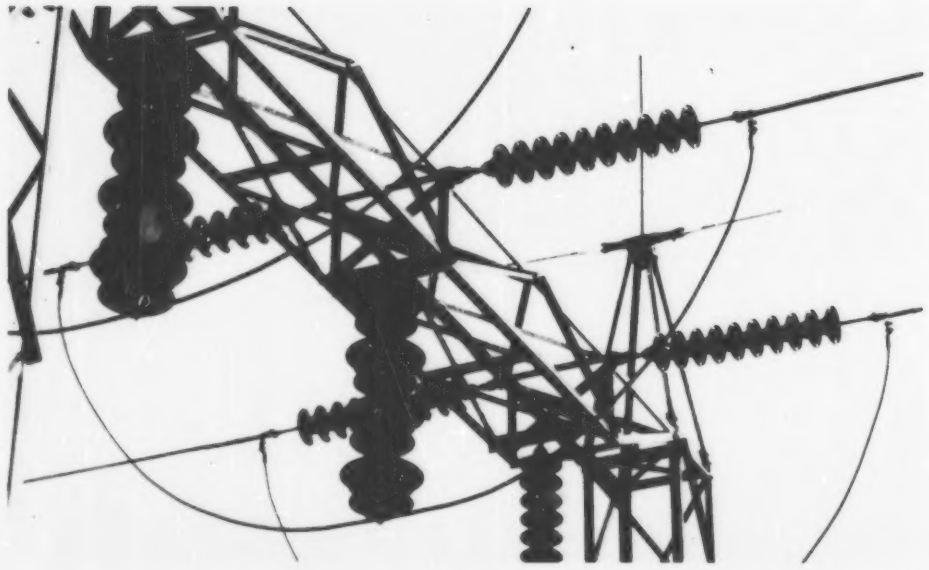
In Nova Scotia there has always been a strong tradition of imaginative enterprise. More than a century ago a council of Halifax businessmen won from Britain the trading concessions that first made Nova Scotia an important power in international commerce. That council became Canada's first Board of Trade. In Halifax, Samuel Cunard started his shipping empire; and two of Canada's large chartered banks had their beginnings.

Nova Scotia acquired its name and flag in one of the most venturesome business deals in our history. The name is Jacobean latin for the New Scotland which the entrepreneur Sir William Alexander envisaged as a fitting neighbor for Puritan New England. On grounds that Cabot's discovery made this land a British possession, Sir William persuaded King James I in 1621 to name it a Royal Province and grant baronetcies to finance a colony. The Scottish settlements were quickly overrun by the incumbent French, but the British claim in Nova Scotia was firmly established.

Today tough-minded and imaginative enterprise is welding Nova Scotia into a strong and modern manufacturing community. It comes after a half-century in which technological change destroyed much of Nova Scotia's once-thriving ocean trade. Once near the center of international commerce, the province found itself far away on the rim of a continental economy during the first part of this century. The elegant wind ships that traded across the seven seas had given way to steam ships. Hooting railroad trains opened up the continent and established new centers of trade. It was a time when Nova Scotians had to depend mainly on primary industries and natural resources. And they watched with sadness the emigration of many of their people to the United States, and to central and western Canada.

Happily this has now changed. Once again, Nova Scotia is in a central world trading position and has become a strategic place in which to manufacture products for the North American and overseas markets.

Business and government are taking aggressive action to take advantage of the opportunities. In 1957 the Nova Scotia government, with the co-operation of businessmen, created Industrial Estates Limited, a crown corporation, to encour-

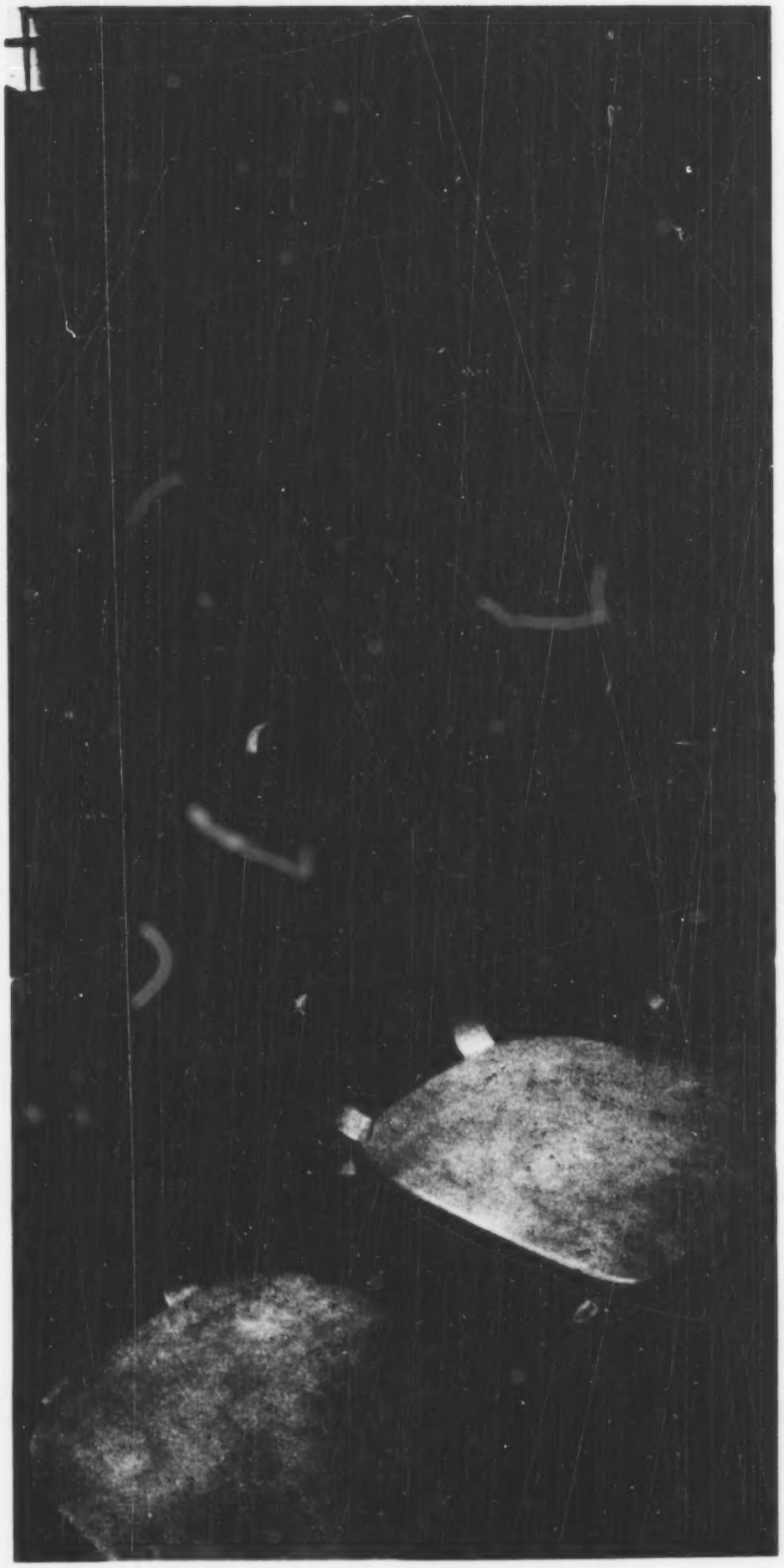


An adequate supply of power at a reasonable rate is a requirement of industry and it is found in Nova Scotia.
The Halifax International Airport is the center of regional, national and international air transportation in Atlantic Canada.

The Victoria General Hospital, with more than 800 rooms, is in a developing medical complex that attracts specialists and students from other countries.

age secondary manufacturing industry. Here's what IEL does. It will finance the entire cost of land and buildings anywhere in Nova Scotia for secondary manufacturers locating or expanding in the province. It will finance 60 per cent of the installed cost of new machinery, including shipping and installation costs, duties and sales tax. Financing of land and buildings may be by lease or first mortgage arrangement. The manufacturer may purchase leased property or retire the mortgage at any time without penalty. Existing tax agreements with most municipalities limit municipal taxes for a 10-year period on industries assisted by IEL.

IEL is run by businessmen and for businessmen. Its board of directors is made up of Nova Scotia business leaders who understand the problems and objectives of successful corporate investment. Its advisory council includes international leaders in business, industry,



The products of Nova Scotia include many that are manufactured from raw materials found in the province, including furniture and pulp from wood, and cement from limestone and other ingredients.

finance and law. Its management and staff have a broad knowledge of all aspects of industrial development. In 10 years, to the end of 1967, IEL participated in the financing of 56 new industries or expansions of existing industries.

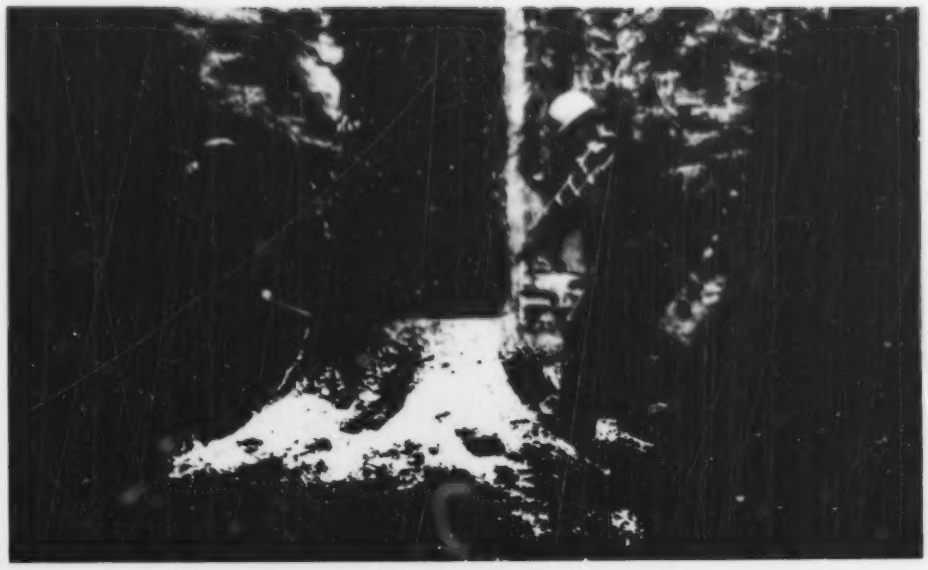
With IEL, Nova Scotia has concentrated on the development of secondary manufacturing, including automobiles, furniture, electronics, textiles, building products, plastics and chemicals. New and expanding primary or resource-based industries, however, are assisted through other media. The federal government's Area Development Agency offers capital assistance to industries locating in most areas of the province. Another federal agency, the Atlantic Development Board, assists in such infrastructure areas as water, power and highway development. Serviced industrial parks have been established in a number of communities.

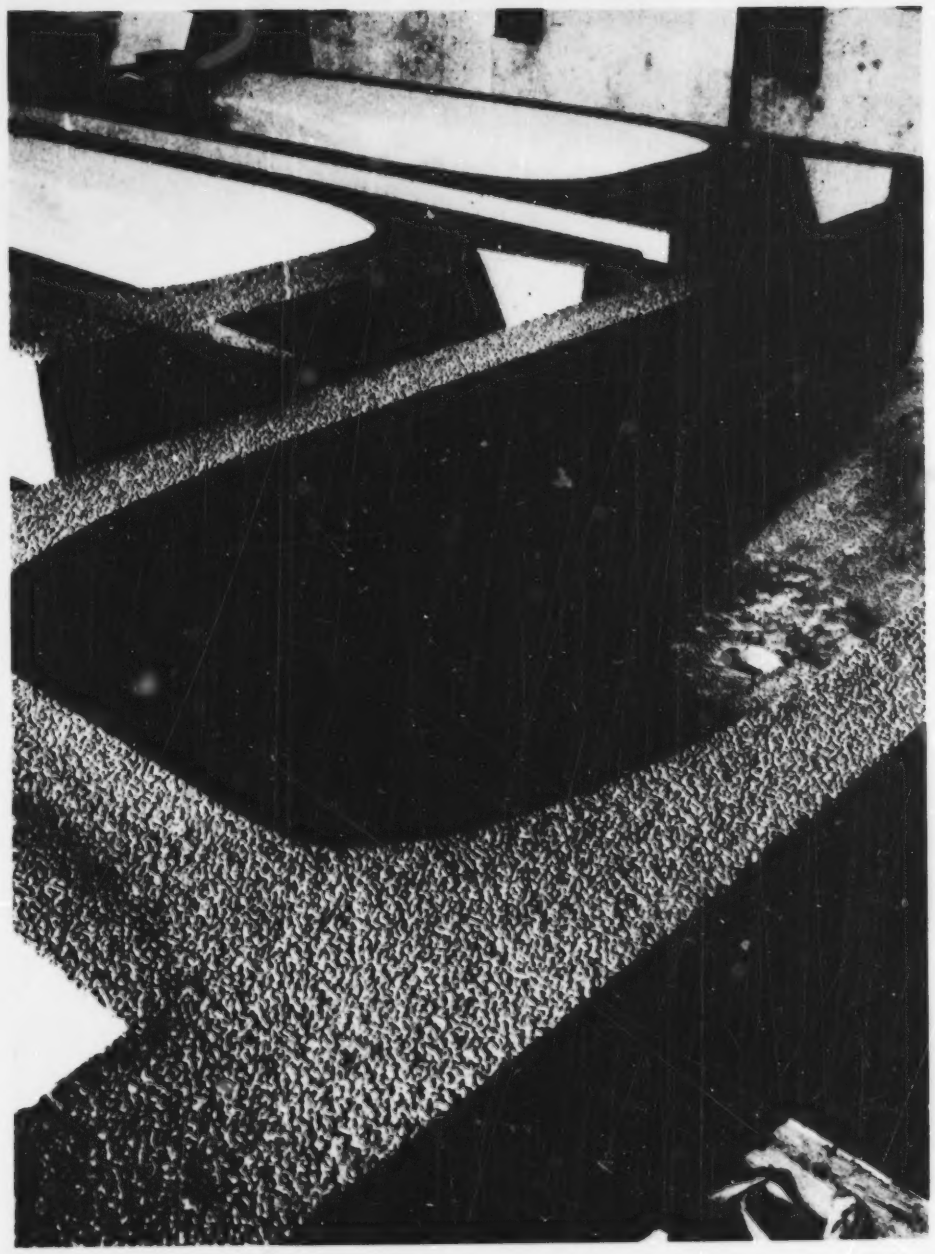
In 1963 Nova Scotia established a Voluntary Planning Board which tries to engage the entire community in economic thinking and planning. It's like a modern version of the historic New England town hall meeting.

It is an important point that the planning is voluntary, and neither industry nor government is bound in any way by the board's recommendations, though the provincial government takes them into consideration in its day-to-day decisions. Nearly 700 people are engaged in the activities of the board and the committees which represent each sector of the economy. Most targets set by the board are being surpassed—in employment, income, output and investment. The capital target figure set for realization in 1968 was surpassed two years ahead of time. Electric power consumption, an indication of industrial activity, is running about one third ahead of the figures projected a few years ago.

Nova Scotia's industrial drive in recent years, including that of private industry, has broadened the industrial base to give the economy greater security, as well as creating thousands of new jobs.

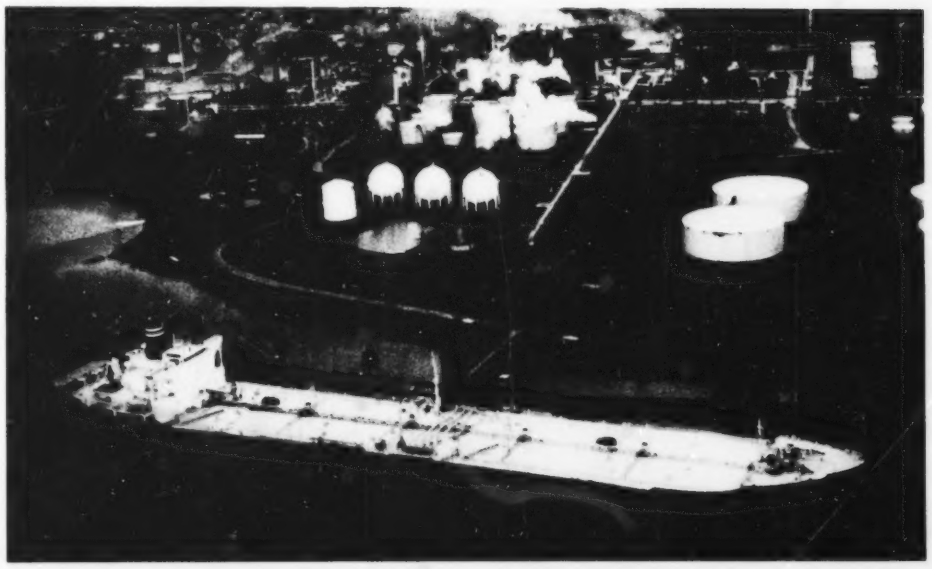
The metropolitan area of Halifax and Dartmouth forms the largest industrial region in the province. On one of the deepest, year-round harbors in the world, Halifax was founded by the British as the bastion of the North Atlantic, a fortress city battling sea raiders offshore and Indian warriors at its gates. From this city, James Wolfe sailed more than 200 years ago to destroy Louisbourg, capture Quebec, and end French military power in North America. In Halifax sat the first elected parliament in Canada, and the Nova Scotia patriot Joseph Howe won dramatic battles for democratic government and a free press. In two world wars, thousands of allied ships gathered in this huge harbor for convoy overseas. Today the old fortress on the city's Citadel Hill is a national park.





The production of components for the electronics industry are indicative of the resurgence of industrial Nova Scotia. In Halifax and near Sydney, automobiles are assembled for the Canadian market; adaptable Nova Scotians quickly become skilled automotive workers.

Among the harbors of the world, Halifax and the Strait of Canso are the equal of any; deep water and no dredging; open all year for ships of any size.
As the volume and variety of products of the province increase, the number of technicians grows, and training facilities too.



The towers and stacks of modern industry mark the skyline on both sides of Halifax harbor. The great depth of water makes the harbor ideal for accommodating the new superships and related industrial facilities. New containerization facilities are being established.

Volvo (Canada) Limited, a subsidiary of Volvo of Sweden, has been assembling automobiles here for Canadian and United States markets since 1963. The output of industries in the metropolitan area ranges from such work-a-day items as building products, to the esoteric. For instance, E.M.I.—Cossor Electronics Limited, a subsidiary of the British group headed by Electrical and Musical Instruments Limited, markets its products throughout the world. Some of them are bouncing electrical impulses off the ionosphere, others are probing the secrets of the ocean. This firm recently developed a new type of communications antenna. It's only six feet high but can take over the job of tall and costly aerial towers. Fairey Canada Limited makes the internationally-known helicopter haul-down system called the "beartrap," with which a helicopter can be brought down to the deck of a destroyer-escort type ship, in heavy seas and winds.

Imperial Oil Limited (Esso) has expanded its oil refinery in Dartmouth to an output of 59,000 barrels a day, recently installed sulphur extraction and heptene plants, and built a 500,000-barrel storage tank, largest in the western hemisphere, to accommodate the cargoes of the supertankers now sailing here. Nearby, Texaco Canada Limited in 1964 built a refinery producing 13,500 barrels a day.

Another recent industry in the metropolitan area is Maritime Cans Limited, a subsidiary of Reynolds International Inc., of Richmond, Virginia, makers of aluminum and other metal containers. The Reynolds people have called Nova Scotia a new industrial frontier.

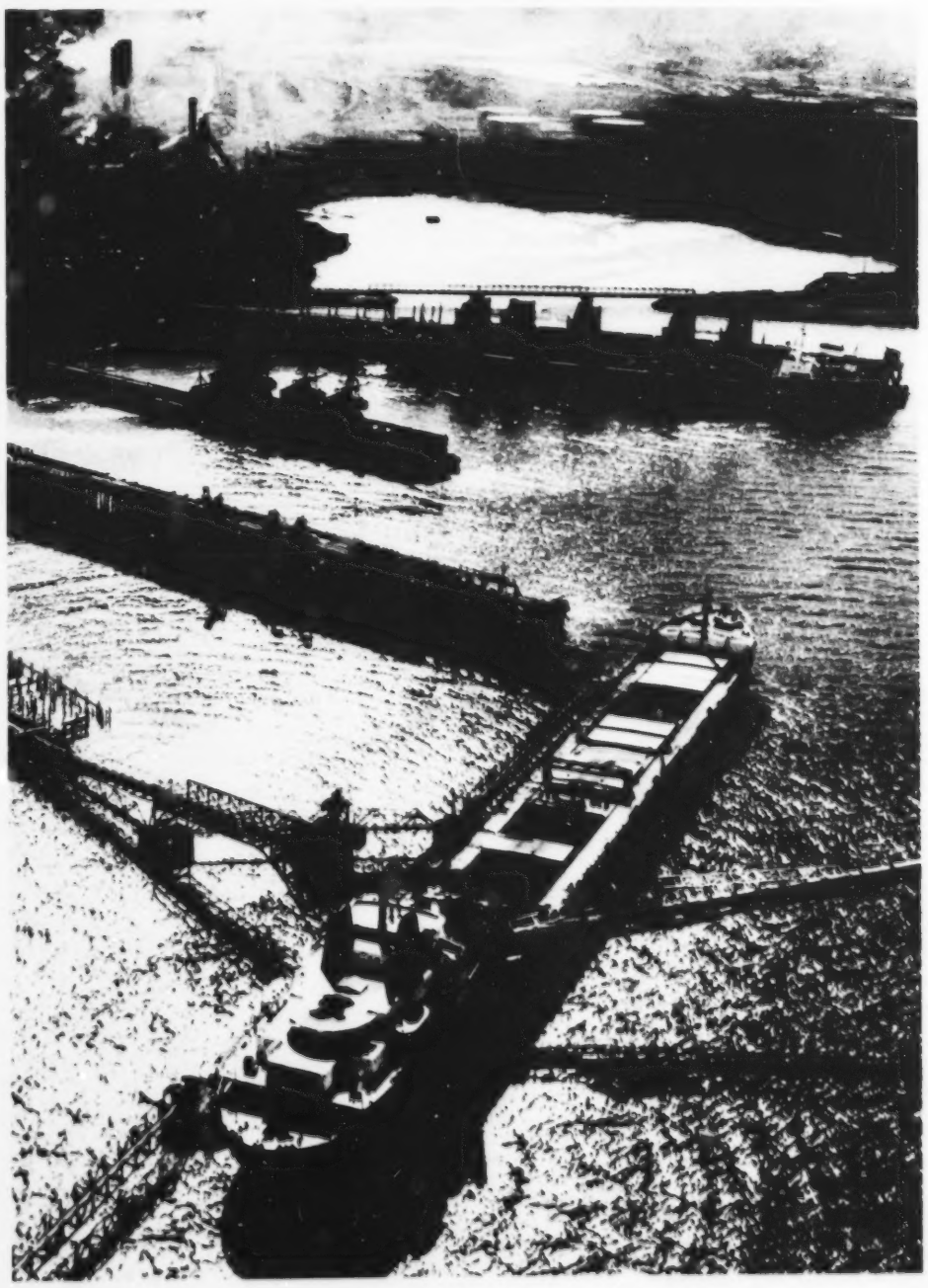
In downtown Halifax a $40,000,000 complex, including a trading mart and office buildings, is replacing a former run-down area.

Cape Breton is another important industrial region of Nova Scotia. Scottish settlers who began arriving in Pictou and Antigonish in the late 18th century, gradually settled the rugged Highlands of Cape Breton. The skirl of pipes and the flash of kilts in the traditional Scottish games, remain a colorful part of life in northern Nova Scotia and the Highlands.

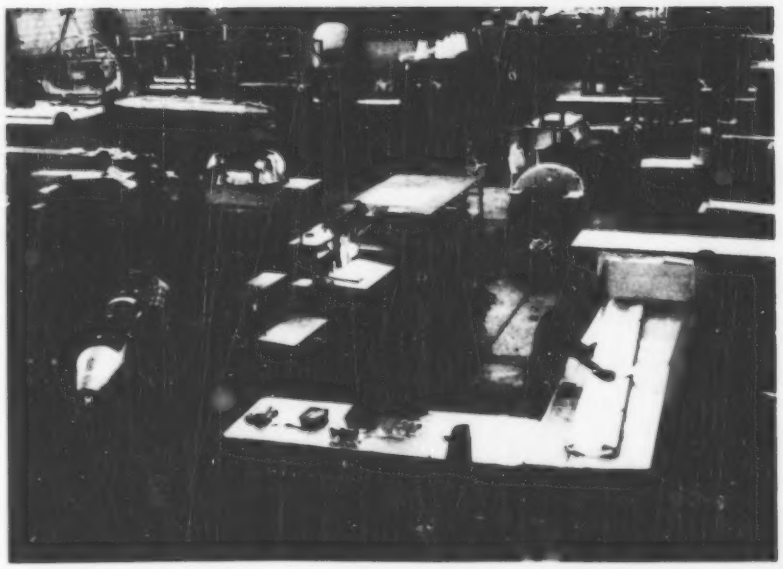
Historically, this is coal country. More than 200 years ago, the French soldiers of Fortress Louisbourg mined Cape Breton coal. Later, coal taken from mines stretching far out under the sea and from the mines of Pictou county, fueled the early manufacturing industries of Nova Scotia, and was the basis for development of the steel industry in the city of Sydney. Competition from cheaper energy sources has reduced coal mining. Steel-making facilities in Sydney have been purchased by the

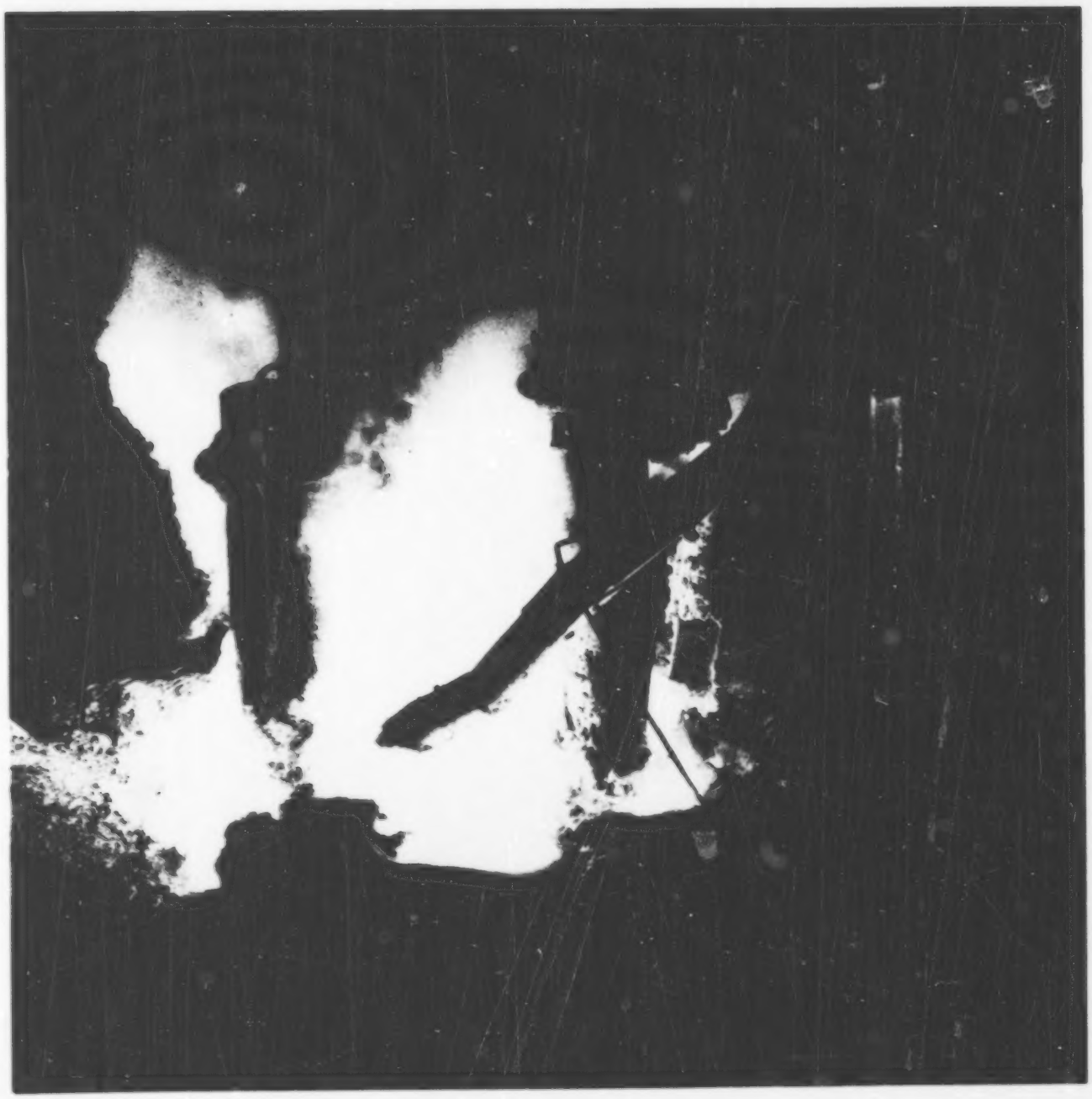
provincial government, and Sydney Steel Corporation, a Nova Scotia crown company, has been formed to operate the industry until its long-term future can be assessed. The Cape Breton Development Corporation, formed by the Canadian government with the co-operation of the Nova Scotia government, is endeavoring to bring new industry to the Cape Breton coal and steel areas.

Three new industries, clients of IEL, started production in the Sydney area in 1967. Canadian Motor Industries Limited, controlled by the Mitsui corporation of Japan, is assembling Japanese automobiles. Pyrominerals Limited, which imports bauxite from South America, makes abrasive materials for sale in international markets. General Instruments of Canada Limited, a subsidiary of General Instruments Corporation, New York, employs



The first steel in Canada was produced in Nova Scotia 70 years ago.
The aircraft industry and everyday items of steel help to make manufacturing the largest industry.
Abrasives are a new product, manufactured at Point Edward, near Sydney, on Cape Breton Island.



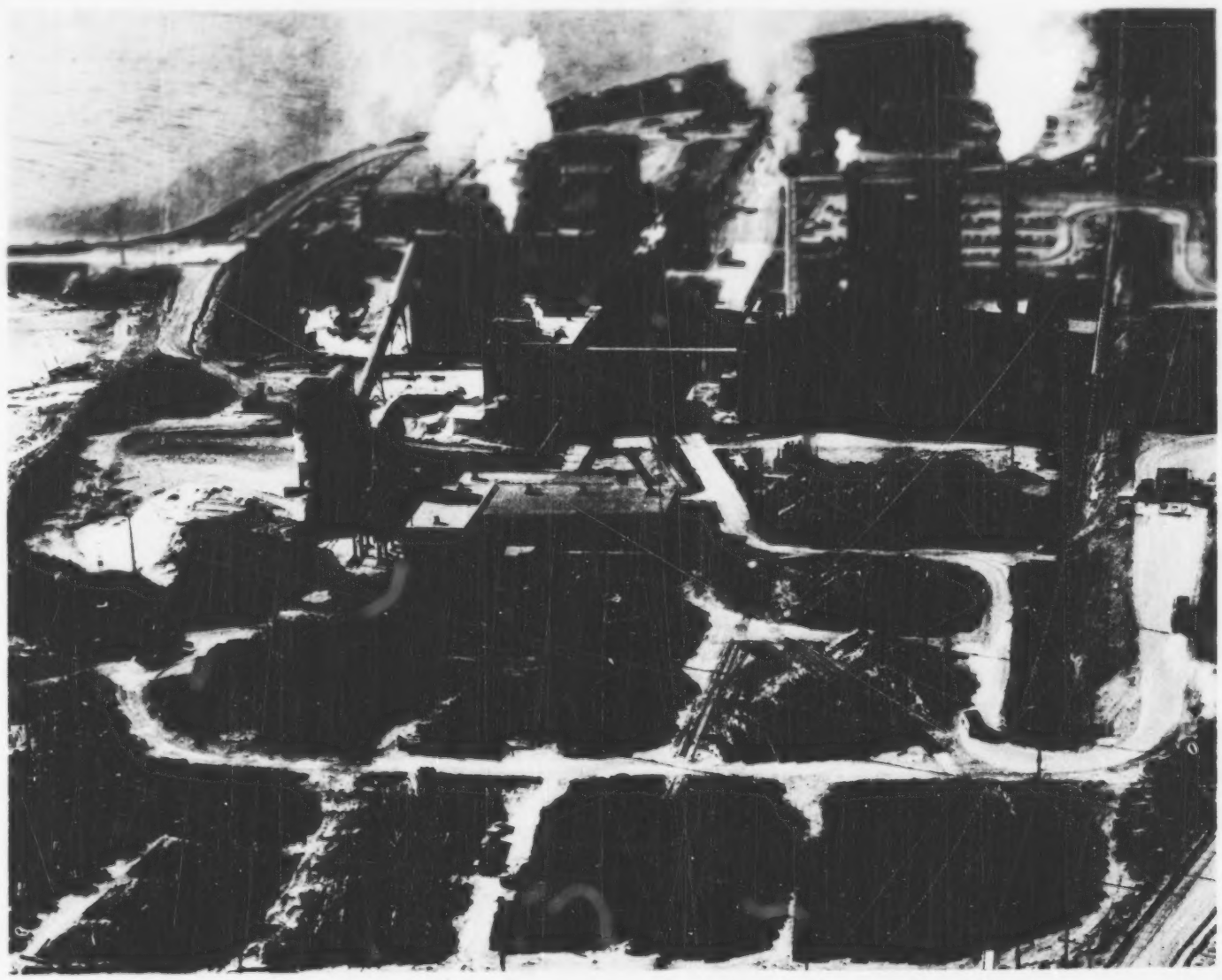


about 1,000 people in making electronic components.

In the neighboring town of Glace Bay, Deuterium of Canada Limited in 1967 opened an $83,000,000 heavy water plant. This, together with a $65,000,000 heavy water plant being built on the Strait of Canso by Canadian General Electric Co. Ltd., a subsidiary of General Electric Company, Schenectady, N.Y., will make Cape Breton the world's major producer of heavy water, used as a moderator and coolant in nuclear power plants.

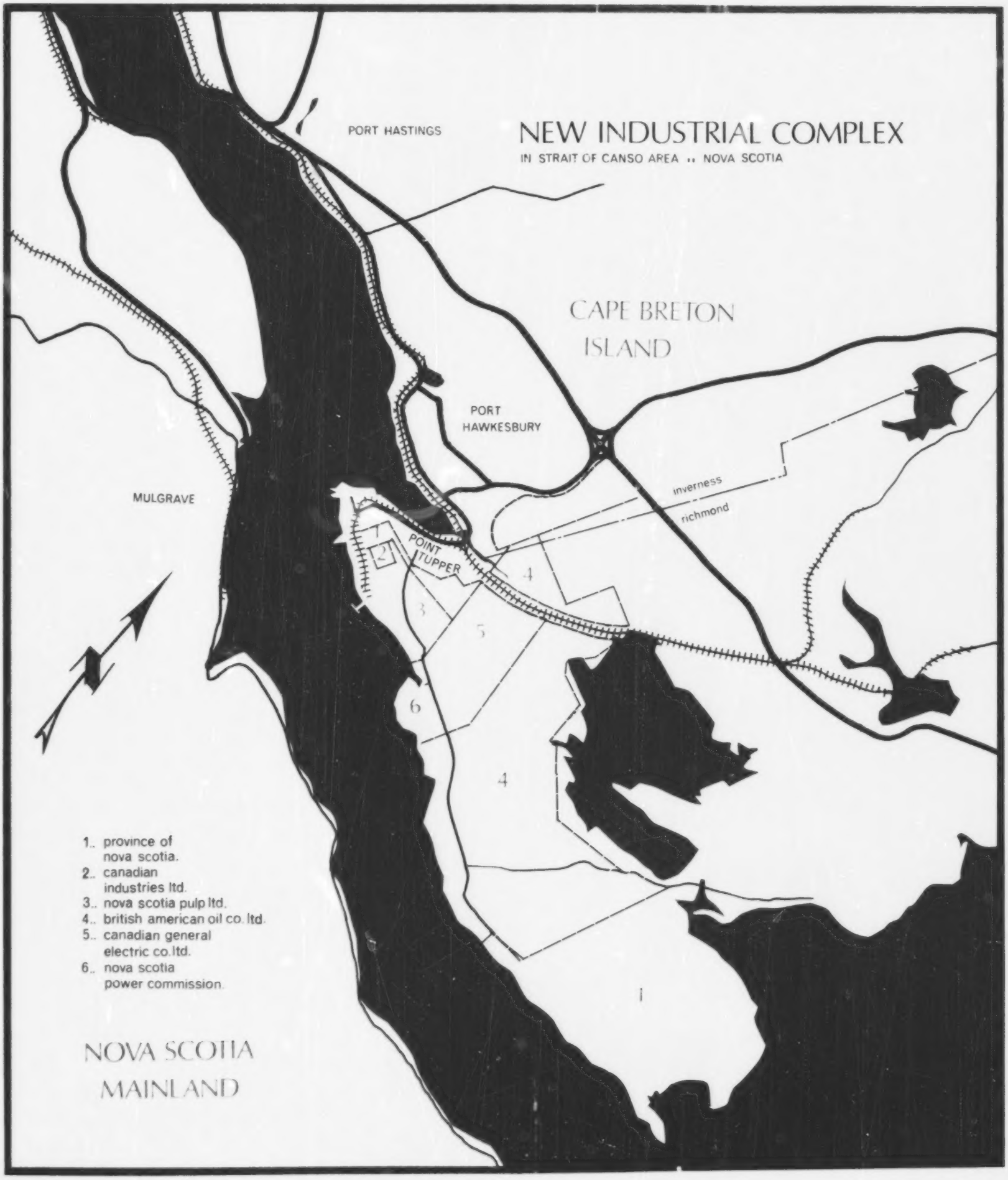
One of the advantages of the Canso Strait area is the year-round, deep-water harbor, created by the mile-long causeway built in 1955 to link the island of Cape Breton with the mainland. Nova Scotia Pulp Limited built a $45,000,000 bleached sulphite plant on the Cape Breton side of the strait and began production in 1962. The Stora Kopparbergs

New manufacturing plants in Nova Scotia include those of companies from eight other countries, as well as Canada.
Nova Scotia Pulp Limited was the first major development on the shores of the Strait of Canso.



NEW INDUSTRIAL COMPLEX

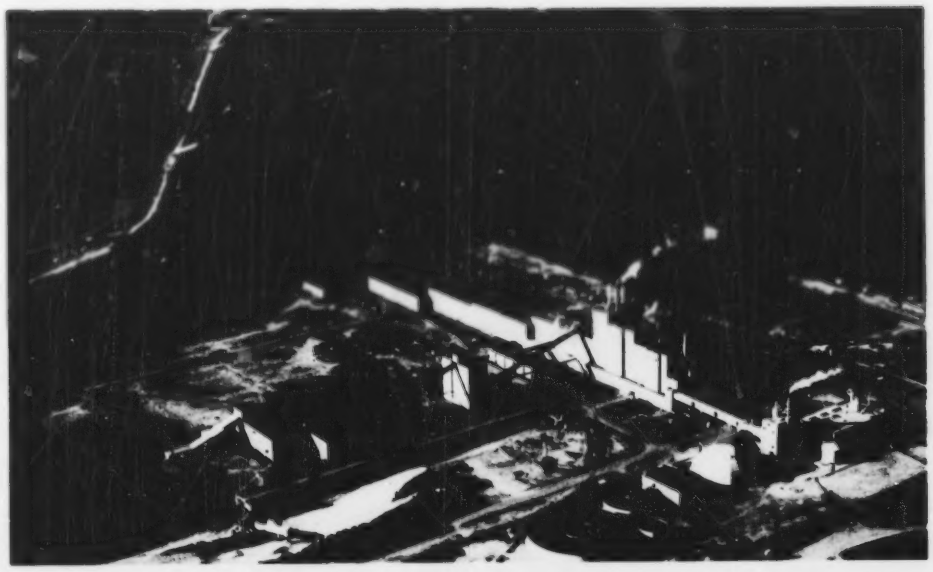
IN STRAIT OF CANSO AREA .. NOVA SCOTIA



1.. province of nova scotia.
2.. canadian industries ltd.
3.. nova scotia pulp ltd.
4.. british american oil co. ltd.
5.. canadian general electric co. ltd.
6.. nova scotia power commission.

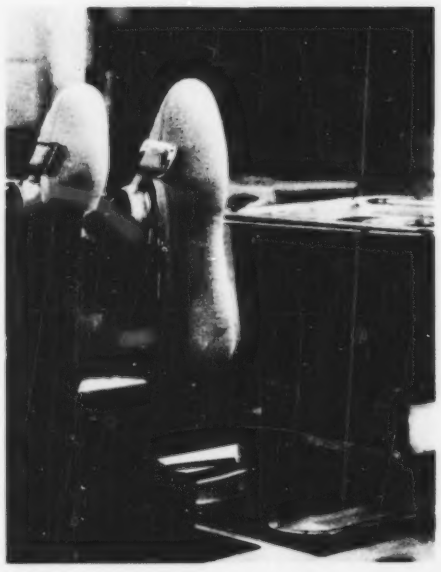
NOVA SCOTIA MAINLAND

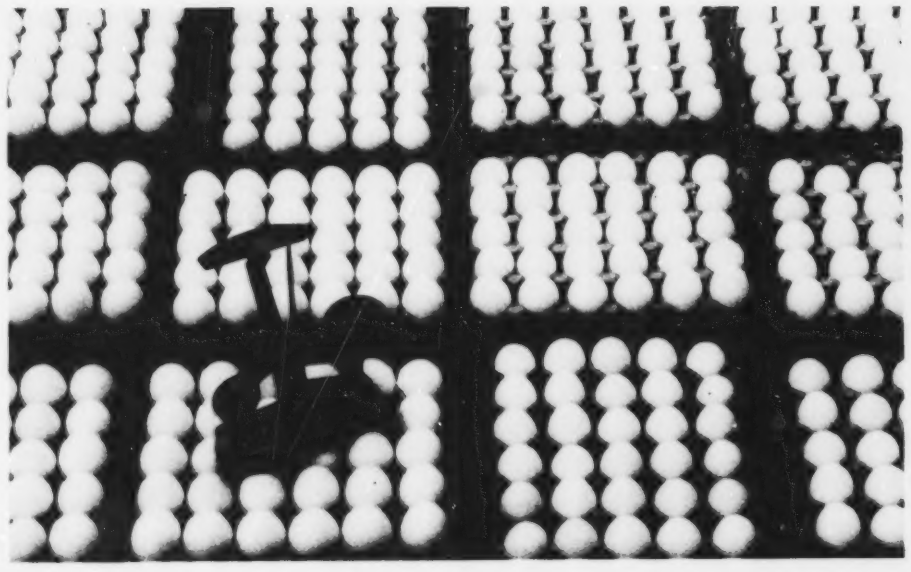
industrial complex of Sweden has 80 per cent ownership and Scott Paper Company of Philadelphia 20 per cent. Nova Scotia Pulp and Canadian Industries Limited, a subsidiary of Imperial Chemical Industries of England, plan a $10,000,000 jointly-owned chemical plant here. Nova Scotia Power Commission is erecting an $18,000,000 generating plant to supply the heavy water plant of Canadian General Electric and power other new industries. British American Oil Co. Ltd., a subsidiary of Gulf Oil Company of Pittsburgh, has announced plans for a large oil refinery. Bestwall Gypsum Division of Georgia Pacific Corporation, which mines gypsum 25 miles from the strait, ships from this new harbor. Near the strait a vast salt dome has been discovered, containing probably millions of tons of salt, in which both Canadian Industries and Dow Chemical are concerned.



Another multi-million dollar pulp mill has been built recently in Pictou County by Scott Maritimes Pulp Limited.
Crossley Karastan Carpet Mills Limited manufactures carpets at Truro for sale across Canada and on overseas markets.

A broad range of items, from slippers to eggs to textiles, are among the thousands of products of the province and the list continues to grow.



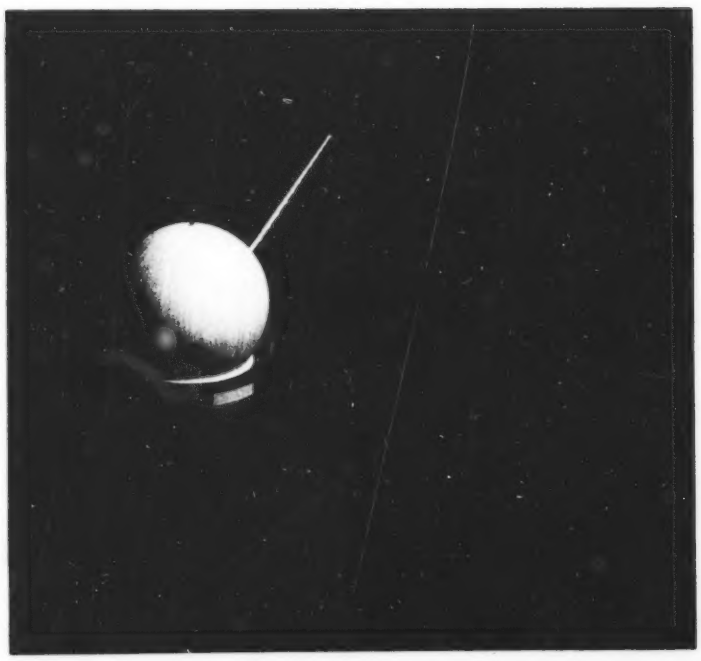


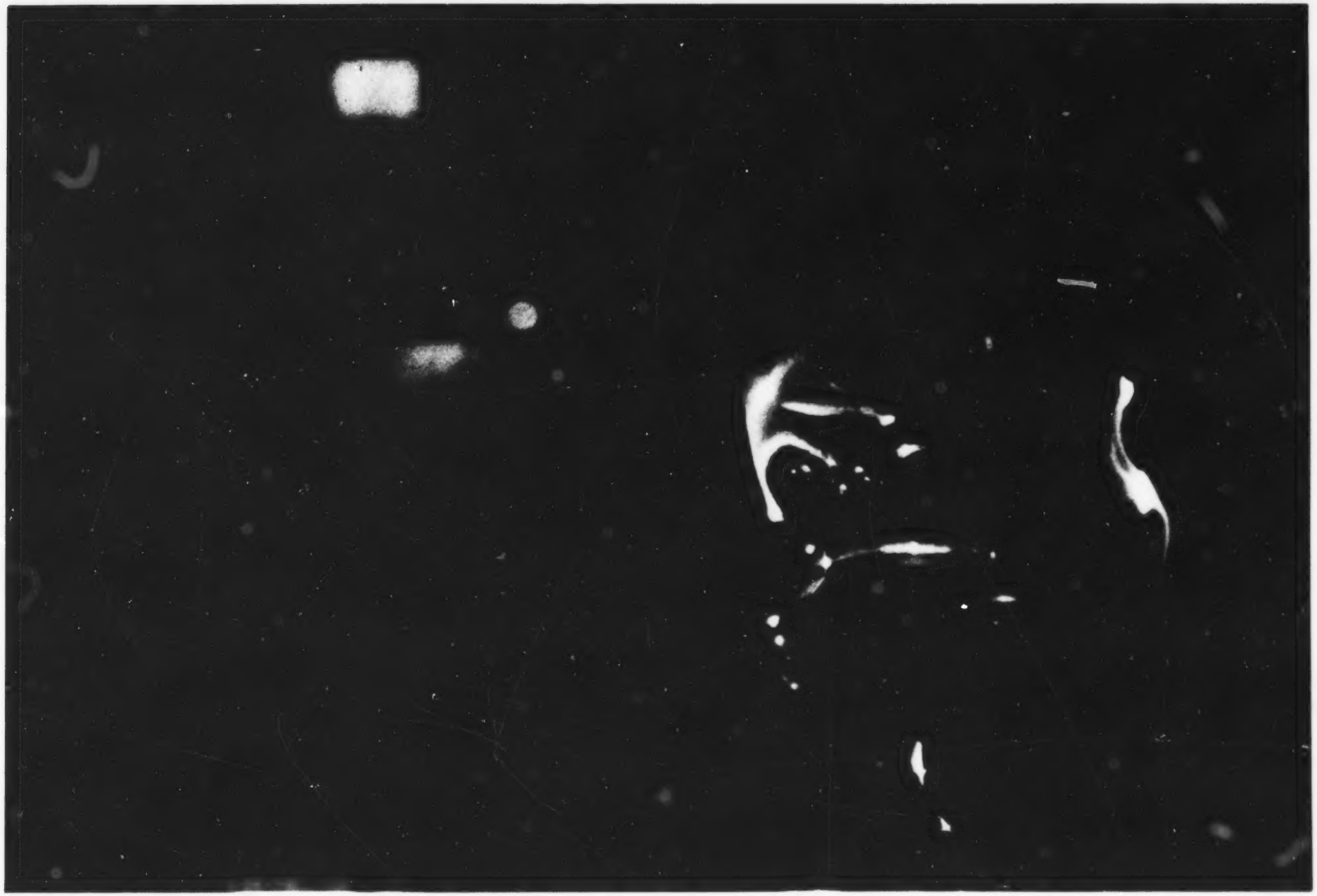
Probably no harbor anywhere is better suited to the era of containerization, bulk cargoes, superships and unit trains. Envisaged for the future are a substantial petrochemical industry and expanding service industries. A Strait of Canso coordinating committee is providing liaison between industry and federal, provincial and municipal governments, to ensure a planned and orderly development.

The industrial region of Pictou county is concentrated in a constellation of five manufacturing towns, New Glasgow, Trenton, Stellarton, Westville, and the port of Pictou, on Northumberland Strait. Hawker-Siddeley Canada Limited at Trenton combines a number of industries whose origins date back nearly a century.

As the Mill Village station tracks satellites, spirits age at Bridgetown, mustard is bottled at Halifax, and apples are packaged for export in the Annapolis Valley.

Pride of workmanship is a Nova Scotia heritage that is evident throughout the province.





The first company from India to establish a plant in North America chose the South Shore of Nova Scotia as the location, and hardboard now is produced here for markets on this continent and Europe.

The chief product today is railway cars, and axles for most of the railway cars made anywhere in Canada. At peak production, these industries employ 2,000 people. Pictou is a shipbuilding center, and across Pictou Harbor at Abercrombie, Scott Maritimes Pulp Limited, a subsidiary of Scott Paper Company of Philadelphia, has built a $50,000,000 bleached sulphate mill. In Stellarton is another new industry, Clairtone Sound Corporation, which makes color television sets and stereo phonographs in a seven-acre plant, mainly for the United States market.

About 60 miles northeast of Halifax is the manufacturing town of Truro. It lies at the head of Minas Basin where the 47-foot tides of the Bay of Fundy are the highest in the world. The Nova Scotia Power Commission is participating in a federal-provincial study by the Atlantic Tidal Power Programming Board of the possibility of harnessing these tides to produce electric power. Sites being investigated include Minas Basin, the Cumberland Basin near Amherst, and St. Mary's Bay and Annapolis Basin in western Nova Scotia.

Polymer International (N.S.) Limited, a subsidiary of Polymer International Corporation of Tampa, Florida, is building a $2,000,000 plastics manufacturing plant in Truro, with production of polypropylene woven bags and polethylene film scheduled to begin in late 1968. The new firm will market in Canada, the West Indies and Central and South America.

Crossley-Karastan Carpet Mills Limited is another new industry in Truro. It is owned jointly by John Crossley and Sons of Halifax, England, and Karastan Rug Company, the carpet division of Fieldcrest Mills of North Carolina. Crossley-Karastan serves the entire Canadian market.

Truro has a long history in textiles. Once synonymous with long winter underwear, Stanfield's Limited goes back more than a century. Today it produces in Truro some 5,000 items of clothing from wool, cotton, synthetics and blends. One of them is a baseball undershirt worn by major league baseball players in the United States.

Overlooking the vast yellow marshlands of the Isthmus of Chignecto is the industrial center of Amherst. Its long-established manufacturers include Enamel and Heating Products Limited, Robb Engineering, and Christie Trunk and Bag Co. Ltd. Its newest industry is Aero-Scotia Limited, a subsidiary of Aerosonic Corporation of Clearwater, Florida, makers of aircraft instruments.

West of the historic town of Windsor lies the rich fruit-growing district of the Annapolis Valley, and the Evangeline country of the early Acadians. Caught between the military demands of French Louisbourg and British Halifax, the French-speaking Acadian farm families who first settled here were expelled to the American colonies in 1755 by the British. After the destruction of Louisbourg the British re-

Luggage has been produced in Amherst for sale across Canada since the latter part of the 19th Century.

Fishing schooners once were a familiar sight at Lunenburg, but modern ships of steel and wood have taken the place of the graceful sailing vessels.

Shipbuilding is a centuries-old craft in Nova Scotia which, in recent years, has been given impetus by modernization of the fishing fleet. The individual craftsman takes pride in the work of his hands.

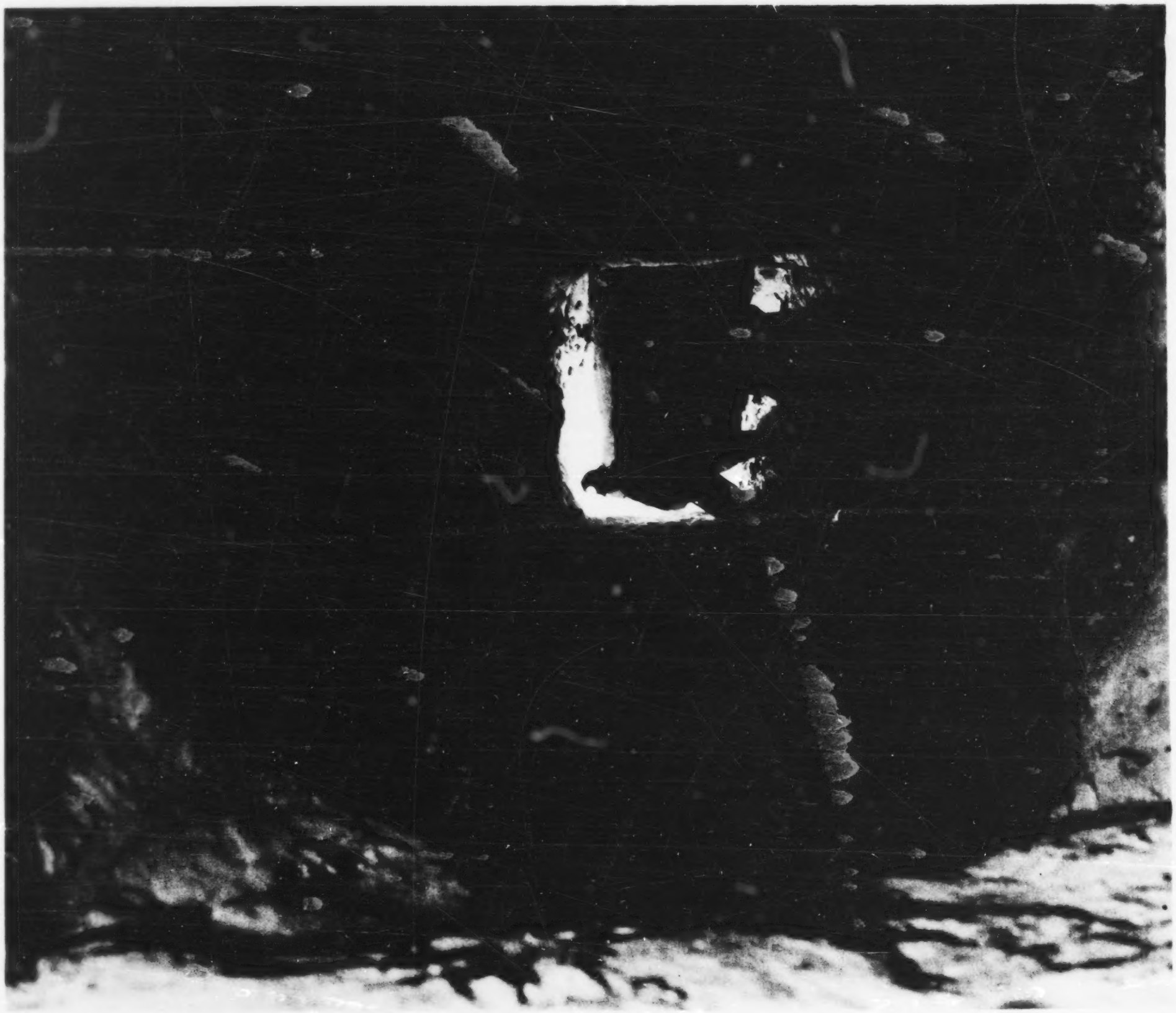
Tons and tons of salt, enough to keep men at work mining it for decades to come, is taken from beneath the earth's surface for a variety of products.

lented and many Acadians returned. Nevertheless the Acadian exile remains as one of the tragic events of our history. Today the Acadians live in Cape Breton and in western Nova Scotia where they have developed modern fishing industries.

Food processing is an important industry in the Annapolis Valley towns, and textile manufacturers have recently established there. In Kentville, Huyck Canada Limited makes synthetic fabrics for the paper industry and markets in Canada, Latin America, Australia and New Zealand. Near Bridgetown, United Elastics Limited, a subsidiary of United Elastic Corporation of Easthampton, Massachusettes, manufactures elastics for the garment industry. In Yarmouth on the southern tip of Nova Scotia, industrial textiles are manufactured by Cosmos Imperial Mills Limited, and by its new subsidiary Yarmouth Industrial Fabrics Limited.

Along Nova Scotia's magnificent south shore, between Yarmouth and Halifax, are massive new fish processing operations. In Lunenburg, which was settled by German immigrants in the 18th century, deep-sea fishing and shipbuilding are traditional industries. The town is famous for its great schooners, such as the international racing schooner Bluenose. The modern fish-processing plant of National Sea Products Limited in Lunenburg is one of the largest in the world, requiring 20 trawlers to keep it supplied with fish.

Forest products industries on the south shore include Bowaters Mersey Paper Co. Ltd., which makes pulp and newsprint in its Liverpool mill, and the new hardboard plant of Anil Canada Limited, opened at East River in 1967. The latter is a subsidiary of Anil Hardboards Limited of Bombay, and is the first large Indian industrial enterprise in North America. In the resort town of Chester, Karl Nemeskeri of Vienna has established a plant to manufacture plastic containers for the North American market.



Among Nova Scotia's resource industries, the prospects for new mineral production are impressive. Several companies are active in offshore oil possibilities. Along the shores of the Bras d'Or lakes in Cape Breton are industrial mineral deposits awaiting development. There are vast tonnages of limestone, dolomite and anhydrite from which sulphur and cement can be produced. There is high-grade marble, large tonnages of base metals, and strontium deposits which may be important in making lightweight magnets for the motors of electric automobiles, when they are mass-produced. New research and modern prospecting are accelerating the discovery and testing of mineral deposits throughout the province.

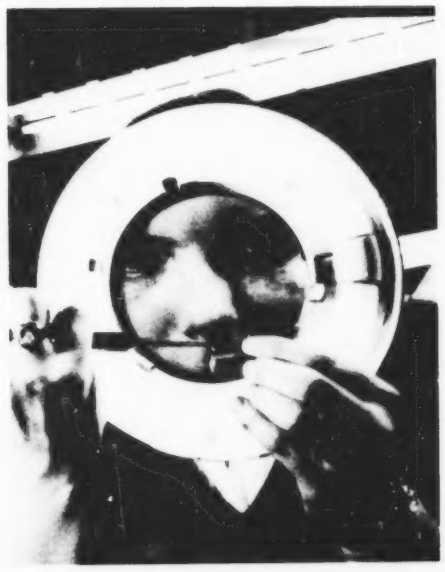
Today, modern research organizations supply the new information needed to accelerate Nova Scotia's economic growth, provide industry with facilities for testing new products, and perform basic scientific investigation. These include the Nova Scotia Research Foundation, National Research Council, Bedford Institute of Oceanography, federal agriculture and fisheries research stations, private research organizations and the universities.

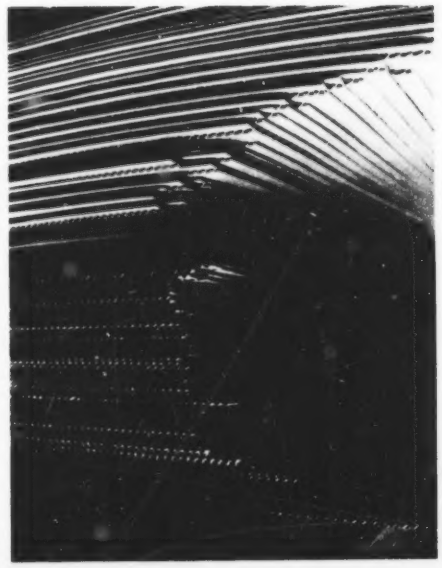
Of Nova Scotia's 10 degree-granting universities and colleges, Dalhousie University in Halifax is largest and is a leader in medical research. Its professional schools include medicine, dentistry, pharmacy and law. Nova Scotia Tech offers architecture and engineering; University of King's College, fcunded in 1789, is Canada's oldest; Acadia and St. Mary's have extensive arts and science faculties; St. Francis Zavier is famous for its social and economic studies; College Sainte-Anne is French-speaking; Mount Saint Vincent is Canada's only university exclusively for women. Most of these universities offer extensive post-graduate and doctoral programs. Their current research includes projects in electronics, community development and rocket fuels.

The emphasis on modern technology in the universities is also present in the public education system. Nova Scotia is now building seven additional vocational high schools to train technicians for industry, while the Nova Scotia Institute of Technology is retraining adult workers. The public, parochial and private schools are among the best in Canada, and the provincial program of school television is one of the most advanced in North America.

Industries from eight countries other than Canada have settled in Nova Scotia in recent years. Their reasons document an industrial romance.

Some come because they find Nova Scotia a good place in which to make their products, and a strategic center for distribution to the United States, and other markets throughout the world. Others come to serve the market of nearly 2,000,000 people in the Atlantic Provinces, and ship across the continent to





Quality stereophonic and color television sets are among the newer products of Nova Scotia. Paper products help to make the forest industry an important source of income.
The Sir Charles Tupper Medical Building of Dalhousie University is the center of the medical sciences in Atlantic Canada.

serve Canada's domestic market. They come because industrial land, fresh water, electric power, and transportation are readily available at reasonable cost; because of the services and financial participation of IEL and the Department of Trade and Industry; because of natural resources; because there are established service industries, such as foundries and machine shops; because of the research facilities; because of the pool of high quality skilled labor; and also because it's a good place in which to live and work and be happy.

Discover Nova Scotia, a good place in which to invest, to work, to live and to play.